



## Network inefficiencies are a lot like annoying relatives.

**They use up your resources, take up all your space, and eventually destroy you psychologically.**

But Logicalis, along with partner HP, is like Dr. Phil. They come in, take charge of the situation, and get everything under control.

Logicalis has been teaming up with HP for years. 20 to be exact. They are the largest HP enterprise server, storage, and networking partner in the U.S. Their technicians have every HP certification you can think of. This makes them pros with even the newest cutting-edge technology. Like:

- HP Converged Infrastructure
- 3PAR Storage
- ProLiant Gen8 Servers

Logicalis will step into your world without disrupting it, and assess your needs. With your guidance, they'll develop a plan, migrate you, update you, and virtualize you. And with their managed services solution they can remotely monitor and maintain your network. 24x7. If you want, they can even take you up to the cloud with their public, private, or hybrid services.

## Partnering with Logicalis is a simple way to make a quick and hard impact on your IT budget.

Free up your space. Take back your resources. Make Dr. Phil proud. Call a Logicalis representative today.



Learn how **Logicalis** and **HP** can help you get your network under control at [\*\*www.us.logicalis.com/hpdc\*\*](http://www.us.logicalis.com/hpdc)





## What does your lazy cousin have to do with your SQL environment?

**They're both sprawled out everywhere, taking up all your room.**

Over time, as your business has grown, your SQL situation has probably gotten a little out of control. Multiple instances over multiple servers until you have a mess of under-utilized, hard-to-manage equipment. That's where Logicalis comes in. They'll help you plan a new SQL environment with efficient, cost-effective HP servers and multi-tiered data solutions.

Logicalis will be with you every step of the way—from planning your infrastructure, and reorganizing your staff, to installing and deploying the technology. From virtualization of your servers to migration of your data. What you'll end up with is an efficient, easily-manageable server room that will consume less power and company resources. Once you're up and running, Logicalis can even incorporate its managed services solution, allowing them to remotely monitor and manage your SQL environment for you—instantly and significantly cutting your IT budget.



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## Want to learn more? Contact a Logicalis representative today.

They're like your cousin's wife, elbowing him in the ribs, telling him he's embarrassing himself.

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## Your out-of-control teenage nephew and your data center.



### Both can be a real pain to manage.

With the teenager, you call Super Nanny before he ends up in a juvenile detention center. But what do you do with your network? Virtualization. By virtualizing your infrastructure, you consolidate your hardware. This reduces energy consumption, lowers maintenance costs, and makes it possible to add new applications without investing in new equipment. The result? Up to 50% savings in a year's time.

How do you make this a reality? Logicalis. Logicalis, a trusted partner of HP, will help you design and implement a new virtualized environment with expertise and efficiency.

From reducing your server count (consolidating your applications to cost-effective HP blade servers), to incorporating the hypervisor software that manages your new virtual machines, Logicalis will help you through the entire virtualization process. You'll end up with an easily-manageable, easily-expandable server environment that can be accessed by anyone in your organization that you choose.

But Logicalis' role doesn't end there. With their managed services solution, they can watch over and maintain your network remotely, 24x7, reporting and fixing issues before they become problems. Then, if and when you're ready, they can even help you take your newly streamlined infrastructure to the cloud for even more automation and control.

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## Ready to take the next step?

Contact a knowledgeable Logicalis representative today

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## How is your network infrastructure like your food-mooching brother-in-law?



**They're both rudely eating up all of your resources.**

Especially if you have a traditional infrastructure. If you do, then your IT environment is divided into silos, or categories — servers, management, storage etc. This can get messy. "IT sprawl," they call it. Too many administrators, too many devices, over-provisioning of power and cooling. It's an antiquated system that's complex, inefficient, and costly.

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Converged Infrastructure  Specialist

So what's the answer? HP Converged Infrastructure (HP CI). HP CI is a centrally-managed IT environment that takes your silos and combines them into automated, easy-to-maintain resource pools.

**HP CI is based on four revolutionary technologies.**

**1. FlexFabric** — A wired-once mesh of common networking connectors that covers all of your devices. This allows you to quickly and easily install new applications and servers. No discussions with multiple administrators. No long wait to deploy. Just your resources when you need them.

**2. Virtual Resource Pools** — A virtual pool of your computer, storage, network, and memory resources. With it, CI can manage your resources, capture the ones being under-utilized, and dynamically reassign them based on business demand.

**3. Data Center Smart Grid** — An energy management environment that covers all systems and facilities. Everything is managed through a single console, and adjustable in real time.

**4. Matrix Operating Environment** — The management software that brings it all together, allowing you to control everything in one efficient platform.

The results? Potential reduction of network costs by 66%. Drops in power cost reaching 50%. Deployment of new applications and servers reduced from an average of 33 days to 108 minutes.

## So how do you implement this miracle technology? At your own pace? Without

## disrupting business flow? Logicalis.

Logicalis, an HP partner of 20 years can step into your situation with their professional service solution, assess your needs, create a timeline, then design and deploy an HP Converged Infrastructure custom-fit for you.

Contact a Logicalis representative today. It's like putting a padlock on your refrigerator.

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## Your Teenage Niece. Your Server Room.

**They both obsess over being cool. But one of them doesn't have to.**

Even if you need a TON of processing power. With HP hyperscale computing, you can get pure computational horsepower without investing in expensive, energy-draining technology. Sleek, small form-factor, and rack-mounted, hyperscale servers require less cooling, and pack a powerful processing punch. It's like having a super-computer made up of small servers.

And Logicalis can make it happen for you. Logicalis, a partner of HP for over two decades, can help determine your processing needs, and incorporate an HP solution custom-fit to your organization. And with Logicalis Managed Services, they can remotely monitor and maintain your network, while you focus on other things. Like moving your company forward. What's more, with new hyperscale technology, you can easily take advantage of Logicalis' public cloud. That means you can plan ahead for peak months. Don't invest in more resources just because you know you'll need extra juice this summer. You can borrow some of theirs.



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## Contact a Logicalis representative today and find out how you can get a powerful server room that knows there's more to life than being cool.

As far as your niece goes — you're on your own there.

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## Your UNIX servers and the weird guy your sister is dating.



**Now, you only have to keep your eye on one of them.**

You use UNIX servers because they're dependable, resilient, and self-healing. You trust them for your mission-critical applications—Oracle, PeopleSoft. But, like any hardware, they have to be maintained, monitored, updated, and eventually retired.

Logicalis is skilled and experienced. They can help you migrate to new servers when the time is right. They're pros with the full line of HP UX based business-critical servers, and can implement them with no hassles. And with Logicalis Managed Services, they can monitor your server network remotely so you don't have to.

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### **Logicalis Managed Services offer:**

- Round the clock monitoring
- Sophisticated Reporting
- ITIL processes
- Potential infrastructure savings of 20%—50%

And with **Logicalis Professional Services**, everything from assessment of your needs, to the planning and restructuring of your server network is covered. And if replacing your hardware isn't the right option for you, Logicalis also offers **public, private, and hybrid cloud** solutions that are:

- Highly scalable
- Purchased on a pay-as-you-go basis so you only get the resources you need
- Available with 24x7 monitoring and backup

## Contact a Logicalis representative today.

Just make sure that sneaky boyfriend isn't watching. You never know what he's up to.

respective owners.





## Your Server Network and Your Trapped-in-the-70's Uncle.

**They're both stuck in the past.**

You need to be moving forward—preparing for new business demands, predicting future trends. But instead, you're stuck in a rut. Spending all of your time maintaining and managing your network, navigating through a mess of server sprawl, and trying to keep track of your ever-growing army of technicians. You know your industry standard servers are being under-utilized and that some need to be replaced altogether, but how can you devote time to that, when you're so busy just making sure your whole network doesn't self-destruct? By bringing in Logicalis. Logicalis, a 20-year partner of HP, can help:



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and **HP** can help you  
get your network  
under control at  
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Converged  
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- Maximize the productivity of your current industry standard servers. Their technicians have experience with the full HP product line. They'll virtualize your network, update it, make it purr. Then they'll monitor it 24x7 with their managed services and guide you as you transition to one of their cloud solutions.
- Incorporate new cutting-edge HP technology. Like HP ProLiant Gen8 servers. With innovations such ActiveHealth (which allows the server to monitor thousands of parameters, and self-heal when there's a problem), an easy-to-use firmware update interface, and HP Smart Update to substantially increase administrator productivity.

## Logicalis and HP will help you free up time, resources, and future-proof your server network.

And if you ask nicely, they may even help you pry the platform shoes off your uncle while he sleeps. Contact a representative today.

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## What does your forgetful aunt Sylvia have in common with your data storage network?



### They're both scatter-brained.

Your business has grown. Obviously that's a good thing. But that expansion has taken its toll on your data storage infrastructure. Mergers and acquisitions have left you with multiple data centers spread across the country. VMs and various instances of applications have resulted in mountains of redundant data. Your existing storage capacity is under-utilized, your cost of maintenance is through the roof, and your mission-critical data is lost among the clutter. To top it off, you're still running out of space.

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But Logicalis is in your corner. They know exactly what to do to whip your SAN back into shape. They'll objectively assess your situation and recommend technologies such as:

- HP's top-of-the-line, 3PAR storage systems. These systems use dynamic tiering technology that prioritizes your data into levels, keeping it in sync with applications and thus optimizing performance. Coupled with its provisioning and load balancing features, 3PAR is perfect for mission-critical applications.
- HP EVA storage solutions. Tried and true, easy to use, and affordable. EVA is ideal for enterprises with a predictable data workload. The new P6000 features increased efficiency, performance, and connectivity. It's the technology of choice for thousands of organizations.
- Logicalis' public, private, or hybrid cloud storage solutions—tiered, encrypted, physically secure, and scalable. Logicalis' cloud service is designed to meet your unique application and data needs. Charged monthly per GB, you only pay for what you need.

## Logicalis will be there for you through every step of your data storage renovation.

From installation of equipment and prioritizing of your data, to migration, and tiering. The Logicalis team will expertly and efficiently implement a solution customized for you—without disrupting workflow. The end results—improved efficiency, heightened security and reduced IT costs. Even your aunt Sylvia will be impressed—once she remembers who you are. Contact your Logicalis representative today to learn more.

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